

The Washington Times

Published Every Evening in the Year at THE MUNSEY BUILDING, Penn. ave., between 12th and 14th sts. Telephone Main 6298.

New York Office: 175 FIFTH AVE. Chicago Office: 1110 Commercial Bank Bldg. Boston Office: 100 N. BOSTON ST. Philadelphia Office: 612 Chestnut St. Baltimore Office: 100 N. BALTIMORE ST. FRANK A. MUNSEY, Proprietor.

EDWARD D. SHAW, PAUL C. PATTERSON, General Manager, Managing Editor.

THURSDAY, AUGUST 18, 1910.

SUBSCRIPTION RATES BY MAIL. Daily and Sunday, \$3.00 per month. Daily only, \$1.00 per month. Sunday only, \$1.00 per month.

JULY CIRCULATION.

Table with 2 columns: Date, Circulation. Rows for July 1st through July 31st, showing daily circulation figures and totals for the month.

The net total circulation of The Times during the month of July was 1,644,539, all copies left over and returned being eliminated. This number, when divided by 31, the number of days of publication, shows the net daily average for July to have been 53,049.

SUNDAY.

Table with 2 columns: Date, Circulation. Rows for July 3rd through July 17th, showing Sunday circulation figures and totals for the month.

The net total circulation of The Times (Sundays) during the month of July was 273,730, all copies left over and returned being eliminated. This number, when divided by 15, the number of Sundays during July, shows the net Sunday average for July to have been 18,248.

In each issue of The Times the circulation figures for the previous day are plainly printed at the head of the first page at the left of the date line.

Persons leaving the city for a long or short period during the summer can save The Times mailed to them at the rate of thirty cents a month, or seven cents a week. Addresses may be changed as often as desired. All mail subscriptions must be paid in advance.

ACUTE SITUATION CONFRONTS ADMINISTRATION.

No man can tell today what will come of the complications in which the national administration is now engulfed. The most acute situation is that in which former President Roosevelt is the central figure. "What is Teddy going to do?" has become a question of greater import than it has been at any time since the colonel's return from Africa.

Following Colonel Roosevelt's rebuff at the hands of the New York Republican committee have come predictions that he is about to break with the President and throw in his lot with the insurgents. It remains to be seen, however, whether the New York contest in which Colonel Roosevelt is involved broadens to the extent of affecting the relations between the former President and Mr. Taft. It is apparent that Colonel Roosevelt has a fight on with Vice President Sherman and the old machine leaders in New York. It does not necessarily follow that he is going to lead, or try to lead, a nation-wide opposition to regular Republicans in the Congressional campaigns or that he is out for the Presidency against Mr. Taft in 1912. These developments might grow out of the present New York situation, but there is as yet nothing but surmise upon which to base them.

New York and Roosevelt, however, are not the only difficulties in the Administration path. The plan to clean up the Republican party by casting out Aldrich, Cannon, and Ballinger doesn't seem to be working very well. The scheme was no sooner announced than Mr. Cannon declared himself a candidate for re-election as Speaker, and Mr. Ballinger issued another statement denying he was to resign. Only Mr. Aldrich, apparently, could be counted on to efface himself for his party's good, and this not until next spring. Evidences of increasing insurgent strength are piling up almost daily, while the Democrats are actively alive to their opportunities and are bending every effort to reap an advantage from Republican discord.

Mr. Taft and the national Republican leaders face a serious situation. That they are in danger of losing control of the party to the insurgents, or of suffering defeat at the hands of the Democrats seems probable. The time between today and election day is perilously short for them to overcome the opposition they have encountered within and outside the party.

MAKING THE PUNISHMENT FIT THE CRIME.

There is quite general agreement that there should be some heavier penalty than now exists for attempting to kill a man occupying public office. It is not at all a far-fetched notion that knowledge that such an act may be punished by a penalty as severe as life imprisonment and death if it succeeds might deter some cranks from yielding to their mad desire. In the case of President McKinley's assassin—had the President survived—the punishment, counting off time saved by good behavior, would have been but six and a half years in the penitentiary. This seems shockingly inadequate to the offense. Of course, no punishment, however severe, will prevent such deeds, but it certainly seems worth while making the punishment measure up nearer to the public idea of what fits the crime.

THE PUNISHMENT, counting off time saved by good behavior, would have been but six and a half years in the penitentiary. This seems shockingly inadequate to the offense. Of course, no punishment, however severe, will prevent such deeds, but it certainly seems worth while making the punishment measure up nearer to the public idea of what fits the crime.

NEW YORK TO SELL BREAD BY WEIGHT.

New York's experiment in selling bread by weight will be watched with interest to see how it satisfies the public. The modern bakery has almost driven from the table "the kind that mother used to make." The chief fault found with it is in the size of the loaf. It is very easy to skimp, and in an article which makes up so large a part of the family dietary a little taken off mounts up in the course of a week. One objection advanced to selling by weight is that bread may be made heavy and soggy; but it would seem that the housewife can be trusted to see that the loaf comes up to the standard. There is still competition enough among bakers to cause them to exert themselves to please in quality as well as quantity.

MARYLAND PRIMARIES BRING OUT GOOD MEN.

Maryland's new primary law has given spirit to the usually colorless Congressional campaigns in that State. There is real dash and genuine interest in a contest open to all and promising only that the best man shall win. Maryland has shown that she likes the idea already.

The influence of the new system of nominating candidates for Congress is plain. There are men in almost every district in the State who have announced their candidacies, without consulting any political boss, without conferring with any group of ward heelers or without asking permission of either party's "leaders." That is the first effect of the direct primary.

As for the next effect, we must wait. It will be the voters' turn. Citizens of Maryland can go to the polls and vote for whom they please. They have always had a constitutional right to do this in general elections, but they have never before had a direct vote in the nomination of their candidates for Congress. They sent delegates to conventions and the conventions generally were run by two or three men. It is this direct vote that is likely to upset the calculations of party managers. It cannot be depended upon. It is too apt to record the exact sentiment of the community instead of the wishes of the leaders. It was this very element that caused such men as Gist Blair in the Sixth, Charles H. Stanley in the Fifth, John P. Deponai in the Fourth—men of character and independence—to enter the lists.

Men of this type are not petty politicians. They will not dicker with side-door "workers" for political preferment. They will not sell the office they seek, in order to get it. They have honorable political ambitions and are willing to submit them to nobody else. To the extent that it has brought a higher class of candidates into the field, the Maryland system is thus far a success. It is, however, for the people themselves to further vindicate the new plan of making nominations. If the voters make use of the privilege they have, they will find in the end that they have raised the standard of their representation in Congress. If they nominate the best men in the race this time, perhaps even a better and a bigger grade of candidates will ask their support next time.

INSURGENT STRENGTH STILL GROWING IN WEST.

Republican insurgency showed the breadth and strength of its scope again on Tuesday, when it swept through California in an amazing victory over the old Southern Pacific political machine and developed sufficient power in Nebraska to capture five of the six Congressional districts and to make a bid for the governorship that will probably necessitate an official count to determine the result. In Nebraska the contest in nearly every district was on a straight-out issue of Cannonism. The result, coming on the heels of the Iowa and Kansas insurgent victories, should cause the Administration and the regular Republicans to see the wisdom of speedily adopting a militant progressive policy if they would retain the confidence of the masses of the people in the party.

In California the insurgent gains might well be designated as phenomenal. The insurgent candidate for governor is reported to have carried the whole insurgent State ticket with him. The progressives have added two Congressional districts to their column, and have obtained the endorsement of their candidate for United States Senator.

One of the most significant features of the California and Nebraska results is found in the bearing they will have on the Speakership in the next National House. By meeting the demands of the people for progressive candidates, the Republicans of these States will have much better chances of success against Democrats than in States where the standpat organizations have forced the nomination of standpat

candidates. Democratic victories would be the logical result in such instances, whereas, by meeting the public's demands in the primaries, Nebraska and California, like other Western States, are in good shape to elect Republicans. Tuesday's primaries go a long way toward forecasting the defeat of Mr. Cannon for Speaker should the next House be Republican.

The standpat politicians who felt so well satisfied with themselves after the Ohio convention, and who have been talking so glibly about "crushing out insurgency" should study the California and Nebraska returns carefully.

ROBBING CHINA OF HAIR BY THE TON.

Vice Consul General Stuart J. Fuller of Hongkong sheds light on a problem which has vexed the brain of man for many moons—where all the hair comes from which goes to make up the wide expanse of coiffure which adorns the head of woman. Much as he would like to believe that all womankind has suddenly come into the secret possessed by the Seven Sutherland Sisters, detached wisps, curls, and occasional plaits, to say nothing of startling variation in texture, has forced upon the most unobtrusive suspicion that she bedecks herself with a foreign product. Our representative at Hongkong clinches the evidence with brutal statistics. He gives the following data of the quantities and value of hair shipped from that port in the last three years:

Table with 4 columns: Year, Pounds, Pounds, Pounds, Value. Rows for 1907, 1908, and 1909, showing the quantity and value of hair shipped.

Note how the price has soared. In 1907 hair was worth only about 25 cents a pound, wholesale, and we imported but 56,132 pounds of it. While in 1909 we brought in 445,733 pounds, with the price at something over 70 cents. Such a rate of growth in face of so rapid an increase in price is almost unprecedented in other lines of commerce and is another illustration that woman wants what she wants when she wants it and is going to have it—expense be damned!

Our consular representative leaves us in the dark as to what woman in China is doing for hair. He pays a compliment, however, to the genius of the Chinese artist by remarking that "Chinese hair is treated at home in various ways so as to match almost any texture desired," leaving us to conclude that the diversity of color or not infrequently noted on the same head is due to lack of circumspection on the part of the purchaser.

Many people will not approve of the Government giving away these secrets of the boudoir, but since it has done so there is no reason why they should not be given further publicity.

It is to be hoped that husbands do not take unto themselves the example of these lake sailors of Detroit who quit a likeliest tender because they didn't like their bismuths.

The fact that California wants the Panama exposition had enough to call a special session of the Legislature should remove all doubt as to the State's sincerity.

The West may not be wild and woolly any more, but there's still an old-time air in Llanelli who shows a decided willingness to die with his boots on.

It's hard to see the advantage in crossing the channel by airship. Fine cold is about as bad as being seasick.

It is interesting to note that the name of the insurgent champion in California, the home of James J. Jeffries, is Johnson.

Although her arrival in the insurgent ranks was unheralded and unexpected, California is nevertheless welcome.

The question now is not "What is Roosevelt going to do?" but "Who is Roosevelt going to do?"

Mr. Ballinger and Mr. Cannon evidently hadn't heard of the Republican reorganization plans.

VIRGINIA PRESENTS STATUE TO FRANCE

Replica of Houdon's Washington Placed in Palace of Versailles.

PARIS, Aug. 18.—Seldom has the famous Palace of Versailles, which has been the scene of many historic events, including the signing of the treaty ending the American Revolutionary war, witnessed a more brilliant and distinguished assemblage than was gathered in the marble hall of the palace today, when, with ceremonies befitting the occasion, the bronze statue of George Washington, presented to the French people by the State of Virginia, was unveiled by a lineal descendant of the Marquis de Lafayette.

Grouped about the speakers' stand, which was completely covered in red, white and blue bunting and decorated with French and American flags, sat many high officials of France, members of the diplomatic corps, representatives of patriotic societies, and other invited guests. Included among the latter were many prominent members of the American colony in Paris. The official program began with an invocation, followed by the address of presentation, which was made by Col. James Mann, heading the commission representing the State of Virginia. The other members of the commission, Messrs. King and Halsey, also made brief addresses.

The statue was accepted in behalf of France by M. Pichon, the minister of foreign affairs. The formal exercises concluded with an address by M. Jusserand, the French ambassador to the United States, who said: "The statue is a replica of Houdon's famous statue of Washington. Houdon, the great French sculptor, spent two weeks as Washington's guest at Mt. Vernon, and made a mold of his head. He returned to France and the statue was made in Paris of marble. It was sent to America, and has since reposed in the Virginia capitol at Richmond."

The gift of the replica to France was made under a law passed by the French Chamber of Deputies in 1905, in expression of Virginia's cordial admiration and loving regard.

MOSQUITOES TORTURE BABY

ATLANTIC CITY, Aug. 18.—A two-month-old negro baby was found, terribly bitten by mosquitoes, on the meadows opposite Pennsylvania avenue. The infant is in the City Hospital, slowly dying from the poison of the bites. Two lads were playing on the marshlands when another cried from a high bunch of grass attracted their attention. They discovered the infant, unresponsive to crying, and literally covered by mosquitoes. The cause of the heartless parents has been discovered.

What's on the Program in Washington

- Amusements.—Bristol School Grounds—"As You Like It," in Esperanto, by the Hickman players, 8 p. m. Columbia—"My Friend From India," 8:15 p. m. Academy—"Brewster's Millions," 8:15 p. m. Arcade—Rooftop Garden. Cosmos—Motion pictures and vaudeville. Casino—Motion pictures and vaudeville. Majestic—Vaudeville. Masonic Auditorium—Motion pictures. Georgetown Open Air Theater—Motion pictures and vaudeville. Echo—Dancing and motion pictures. Luna Park—Music and vaudeville. Chevy Chase Lake—Section of Marine Band. Arcade—Music and motion pictures on roof garden.

Excursions Today.

Mt. Vernon—Boat leaves Seventh street wharf 10 a. m. and 2:30 p. m. Old Point Comfort and Norfolk steamship leaves Seventh street wharf 6:45 p. m. Chesapeake Beach—Trains leave District line, 7:30, 8:40, 7:45, and 8:45 p. m. Washington, Baltimore, and Annapolis electric line—Summer excursions to bay points, Ocean City, Rehoboth Beach, Fenwick, and Atlantic City. Pull information at city ticket office, 1424 New York avenue.

Steamer St. Johns leaves Seventh street wharf 7 p. m. Steamer Charles Macalester leaves Seventh street wharf for Indian Head 6:30 p. m.

(The Times will be pleased to announce meetings and entertainments in this column. Phone or write announcements.)

Miss Madeline J. Petersen Bride of Walter G. Trouland

Marriage Ceremony Performed By the Rev. J. D. Buhner At Trinity First Reformed Church—Miss Elsa Anderson, of Chicago, Maid of Honor.

A pretty wedding took place last evening at Trinity First Reformed Church, when Miss Madeline J. Petersen, of Chicago, was married to Walter G. Trouland, of Chicago, by the pastor, the Rev. J. D. Buhner.

The church was decorated with palms and an appropriate musical program preceded the entrance of the bride party.

The bride, who is the daughter of Mr. and Mrs. H. Petersen, formerly of Chicago, was escorted and given in marriage by her father.

Her bridal gown was a princess of white tulle, silk, embroidered and braided, and she wore a long tulle veil arranged with white roses, and carried a shower bouquet of white roses and lilies of the valley.

Miss Elsa Anderson, of Chicago, who was the maid of honor and the bride's only attendant, wore a dainty gown of pale blue peau de cygne, trimmed with valenciennes lace, and carried a cluster of bridesmaid roses and maidenhair ferns.

Robert Miller, of Washington, acted as best man for Mr. Trouland. Immediately after the ceremony a reception for the bride party, relatives and out-of-town guests was held at the home of the bride's parents. Mrs. Petersen assisted in receiving the guests in a handsome gown of lavender silk and lace.

Later in the evening Mr. and Mrs. Trouland left for a wedding trip to Atlantic City. Mrs. Trouland traveled in a tailored suit of cadet blue cloth with a leghorn hat trimmed with a white willow plume and touches of blue.

After September 1 they will be at home to their friends at 1909 Decatur street.

President And Mrs. Taft Guests.

The President and Mrs. Taft were the honor guests of the Secretary of the Navy and Mrs. Meyer at dinner at the summer home of the Meyers, Maple Rock Farm, Hamilton, Mass., last evening.

The Secretary and Mrs. Meyer, who are spending the week at Newport, to participate in the festivities in honor of the Atlantic fleet, returned to Hamilton for the occasion, but are expected back at Newport today.

Mrs. Nicholas Longworth, wife of Representative Longworth, arrived at Newport yesterday for a visit to Mrs. Ogden Golet.

Mr. and Mrs. Golet are giving a dance Saturday evening, which is one of the most important social events of the season. Duke Franz Josef of Bavaria, accompanied by his adjutant, Captain von Lussow, is expected to attend.

Mr. and Mrs. W. F. Dennis, who left Washington a few days ago for a motor trip through Virginia, have arrived at the Virginia Hot Springs, and will remain there for the rest of the month of August, at the Homestead.

Senator and Mrs. Winthrop Murray Crane returned to their summer home at Delmar, Mass., today from a motor trip through the New England States.

The Rev. Dr. MacLeod And Mrs. MacLeod Return.

The Rev. Dr. Donald C. MacLeod, pastor of the First Presbyterian Church, and Mrs. MacLeod, have returned to Washington after an absence of six weeks. Dr. MacLeod spent the first three weeks of his vacation visiting his parents in Nova Scotia, and Mrs. MacLeod was the guest of her brother-in-law and sister, Mr. and Mrs. Robert Anderson, of Parkersburg, W. Va., in his absence. Since that time they have been at Mountain Lake Park, and Bordland Springs, W. Va.

Miss Eloise Anderson, of Parkersburg, a niece of Mrs. MacLeod, returned to Washington with them, and will be their guest until September.

Mrs. Alyn Capron, of the Versailles, has joined a camping party at Clifton, Va.

Col. and Mrs. Garrard have as their guests at Fort Myer, where Colonel Garrard is in command, Mrs. Garrard's sister, Miss Susanne Guilfoyle, of Fort Riley, Kansas.

Mr. and Mrs. Philip Buettner and daughter, Dorothea, have gone to Wisconsin. After a visit with Mr. Buettner's parents, in Kewanee, they will spend some time in Green Bay, Milwaukee and Madison, and among the lakes of Wisconsin, returning to Washington about the middle of September.

Mrs. William P. Pope and Miss Annie Dudley Evans, of Columbus, Miss., are the guests of Mrs. Pope's father, Capt. Fred Beal, of 1129 Columbia road.

Rear Harbor Honors Rear Admiral Staunton.

Mrs. M. A. Hanna, Mrs. Nicholas Anderson, Mrs. Robert D. Evans, all of Washington, and Mrs. Pierpont Edwards will act as hostesses this afternoon at the reception to be given at the Rear Harbor Country Club in honor of Rear Admiral Sidney A. Staunton, U. S. N., in command of the division of the Atlantic fleet spending the week at that resort, and his officers.

Yesterday Rear Admiral Staunton and the officers of his command were the guests of the Pot and Kettle Club at luncheon. Among the other guests present were Honorable Lord, the minister from the Netherlands; Charlemagne Tower, former ambassador to Germany; Gen. Horace Porter, Dr. S. Weir Mitchell, Harold I. Sewall, son-in-law of Rear Admiral Evans, U. S. N., and others.

A golf tournament will be played this afternoon at Newport for a cup offered by Mrs. MacLeod. The contest will be between Senator and Mrs. George Peabody Wetmore.

Rear Admiral Raymond Perry Rodgers, U. S. N., was host at luncheon today at Newport in honor of Rear Admiral Staunton. U. S. N., in command of the Atlantic fleet, and the officers of his command.

Mrs. Winthrop Murray Crane will give a luncheon in his honor tomorrow at which the Secretary of the Navy will be among the guests.

Senator And Mrs. Depew Sail. Senator and Mrs. Chauncey M. Depew and Mrs. Anna Paulding, who have sailed for several weeks, have sailed for New York.

Rear Admiral Richard Wainwright, U. S. N., and Mrs. Wainwright, have left Washington for Newport.

Miss Catherine Wetmore has returned from a month's visit to Miss Taft, of Culpeper, Va., and leaves tomorrow

THE FEARS OF DEES OF INDIAN AFFAIRS

Investigators Inform President of Vast Sums Extracted By Attorneys.

SULPHUR, Okla., Aug. 18.—A statement showing that more than \$200,000 has been paid out to attorneys by Indians within the past twenty years, has been forwarded to President Taft at Beverly by the Congressional committee investigating Indian land affairs.

This was done upon the request of Commissioner of Indian Affairs Valentine, and is regarded as an indication that the President intends to interest himself vitally in Indian affairs.

The statement shows that in some instances the fees paid by the Indians amounted to 25 per cent of the property involved. Among the largest of these fees being \$750,000 paid by the Chickasaw Indians to recover \$2,500,788.

J. F. Murray has a long list of contracts which call for 10 per cent of the sale of \$200,000 worth of land in Oklahoma, and is characterized by Representative Philip Campbell, of Kansas, as the most extravagant of money.

As the investigating committee was rather startling in its estimate of affairs when the Government itself is the guardian of the Indians.

Douglas H. Johnston, governor of the Chickasaw Indians, testified before the committee to enormous sums of money paid out to the McMurray firm, saying he was unable to tell what service was rendered by the firm in exchange for this money.

Word has been received here that the Interior Department is compiling the use of President Taft all the facts in its possession relating to the lands of the Indians, and is endeavoring to have the Indians in Oklahoma.

BRYAN MEN SWEEP OUT IN NEBRASKA

Trying to Recover From Worst Blow Former Leader Has Ever Met.

OMAHA, Neb., Aug. 18.—All of the Bryan candidates are today venturing their heads from beneath the landslide which struck them at the State primaries.

Returns show that no candidate endorsed by the one-time leader of Democracy was victorious, and that every candidate against whom Mr. Bryan warned his party was elected in County option met its Waterloo in the primaries of both parties.

William Hayward, secretary of the national Republican committee, won on the anti-Cannon platform, and in the Second district A. L. Sutton was successful with his "Bryan counter-blast"; in the Third district former Congressman Boyd, insurgent, defeated G. Bryan, standpat; Congressman Latta, Democrat, had no opposition to his nomination, nor was any opposition made to Charles H. Stone, anti-Cannon Republican, in the Fourth. In the Sixth, Congressman Moses P. Kincaid was the successful Republican while Judge J. S. Dean will run on the Democratic platform.

Mayor L. Mahan, of Omaha, was nominated for governor, representing the anti-Bryan sentiment, while Governor Shallenbarger, who was defeated, had agreed to sign the Bryan counter-option. G. M. Hitchcock, Democrat, candidate for U. S. Senator, was named over Bryan's friend, Metcalf.

In the Republican primaries, Cady, standpat, was nominated for lieutenant governor, and for the gubernatorial nomination. Mr. Burkett, standpat, for the office of Senator, was nominated 2 to 1 over C. O. Whedon, insurgent.

PREMIER SAILS.

LONDON, Aug. 18.—Sir Edward Morris, premier of Newfoundland, who has been attending the North American fisheries arbitration at The Hague, sails from Bristol today on board the steamship Royal George of the Canadian Northern Line.

The Business Doctor

By Roe Fulkerson

"HOW can you teach your people a salesman?" asked the Business Doctor. "I don't know if you can ever do it, for the very fact of your making that inquiry shows that you yourself don't understand the great underlying principles of it."

"Broadly speaking, salesmanship is merely assisting the customer in making his selection. Assisting him to his own advantage and to the advantage of the house, for the interest of the customer is the interest of the merchant in every case."

"No good salesman will ever allow a person to buy an article not suited to the buyer's purpose."

"But the real salesmanship comes in bringing the transaction to a close. To consummate the deal and get the cash is the real object of a good salesman."

We will take your clothing business for example. When a man comes in here for a suit of clothes, as a rule he is uncertain what he wants. The wise salesman will never ask him what he wants to pay for a suit, or, in fact, any other direct question. He will take down half a dozen suits, listening carefully to the remarks of his customer till he finds about what he wants. By this time he will have out a dozen suits of clothes.

"Real salesmanship begins right here. The question now becomes one of having the customer decide as one of those suits and pay for it, and there is only one process. That is the process of elimination. It's time to begin putting clothes away. One suit after another of the least desirable must be put out of sight till the salesman has eliminated all but two suits, and if he is a good salesman he will have twisted the matter

until at this stage, it will not be a question of buying a suit but a question of which of these two suits he will buy. The secret of the whole matter is in this process of getting the other suits out of sight, because they only tend to confuse the customer, and make the choosing more difficult.

"This is, then, the secret of successful salesmanship. When the salesman in any line has narrowed the choice of many articles down to a choice between two, he has succeeded in his sale."

One big retail clothing house in New York has a rather unusual rule. If a salesman finds that he cannot make a sale, yet turns his customer over to another salesman who does make it, the man who turned the customer over to the successful salesman gets as much credit on his record as the man who made the sale. The plan is worked thus—a salesman has a customer whom he cannot suit—sees the patron slipping from between his fingers—he simply tells the man he would like to have the customer—buys or buys—or other title which he has to put on of—talk to him, and he calls the nearest clerk and turns the prospect over to him and makes a sale. He has pulled out of the fire in this manner."

The hosiery department of Wanamaker's Philadelphia store has a new stunt for the display of stockings. Instead of piling them up on the ordinary wooden shelves, they have these forms made of glass and inside the glass an electric light. It makes colored stockings look much more attractive, and gives a thin, gauze effect to stockings of even coarse material.

In the New York Wanamaker store they are making the merchants look over their spectacles in amazement by installing a taxicab service of their own, and the cabs are run at a lower rate than the regular service in the city. Another feature of these particular taxis is that there is no charge for the time they are kept waiting while the passenger is shopping in Wanamaker's.

There was a time when if there was a man in a village that was unit for all other work, they made him a school teacher. Advertising managers once started the same way, but nowadays he must be a man who has learned the business from the bottom up.